

## Product Training Guide



## 90-Day Body Transformation for EVERYONE

### What makes P90 unique?

Now you don't have to go to the extreme to get dramatic, visible results! Tony Horton's all-new P90 workouts are simple, doable, and made to change your body right away—*regardless of your age or fitness level.*

### Tony Horton is your personal trainer

Tony has created some of America's best-selling home fitness programs—P90X, P90X2®, 10-Minute Trainer®, Power 90®, and P90X3®—all in collaboration with Beachbody®. As your personal P90 trainer, Tony will be right with you every step of the way. Helping you, encouraging you, and keeping it fun. P90 is the workout you'll love because you'll be able to do it. And that's how you'll see results in just 90 days.

### What is P90®?

Extreme programs like P90X® aren't for everyone. So welcome to the all-new P90—your gateway to getting fit regardless of your age or fitness level! Legendary trainer Tony Horton has now created shorter workouts that are simple, doable, and less extreme than his others, but still just as effective. So whether you haven't worked out in a decade, or you're just looking to maintain what you've got, P90 opens the door for you to see dramatic, visible results in just 90 days!

### Why is P90 effective?

P90 works because of a game-changing technique called Sectional Progression. Tony eases you into a variety of cardio, strength, and stability moves that work the back, shoulders, chest, biceps, triceps, and legs—and every move helps strengthen and flatten the abs. These routines don't get harder until you're ready for the next challenge. Then, just when you've mastered those moves, he ups the ante a little more.

These 10 new P90 workouts are arranged in 3 Progressive Phases. Each new phase of P90 is designed to gradually ease your body past its old limits. So after 30 days of P90, you're leaner and more solid; after 60 days, you're seeing muscles you've never noticed before; and by Day 90 you can finally have that lean, strong body you could once only dream about.



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## — RETAILING TIPS —

Who to target:	Why P90?
Fitness rookies	Featuring routines that are simple, doable, and less extreme, P90 is your gateway to getting fit—regardless of your age or fitness level.
People who used to be in shape	Sequenced into three building-block phases, P90 leads you back to the body you want, step-by-step.
Anyone with past injuries	P90 is designed to be lower in impact and intensity than Tony's other fitness programs, and every move can be modified.
Folks who'd like to do a Tony Horton program, but they can't go extreme	Each P90 routine is easy-to-follow and doable. It's the perfect way to work out with Tony and build up your fitness foundation.
P90X, P90X2, and P90X3 grads looking to maintain their results	You've seen what Tony Horton's routines can do. Now maintain your results while doing a less extreme program.
Power 90 lovers	Now featuring all-new, cutting-edge routines, this is Power 90 . . . reimagined.

### Cross-selling suggestions

Help your P90 customers get the bodies they want *faster* by recommending these additional products.

#### Accessories:

- 20-lb. B-LINES® Resistance Band\* (included in the P90 Deluxe Kit)
- 30-lb. B-LINES Resistance Band\* (included in the P90 Deluxe Kit)



#### Nutritional Supplements:

- Shakeology® helps provide your customers with the nutrition they need to get their best results with P90<sup>+</sup>
- ActiVit® Multivitamins

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BASE KIT: WHAT'S THE BENEFIT?	
<b>Workouts</b>	
10 workouts on 4 DVDs	<ul style="list-style-type: none"> <li>Each of P90's 3 progressive phases are designed to gradually ease your body past its old limits. So after 30 days of P90, you're leaner and more solid; after 60 days, you're seeing muscles you've never noticed before, and by Day 90 you can finally have that lean, strong body you could once only dream about.</li> </ul>
<b>Tools</b>	
Simple Kitchen Nutrition Guide	<ul style="list-style-type: none"> <li>No complicated shopping lists. No calorie counting. Just everything you'll need to put together 90 days of healthy meals you'll love to eat.</li> </ul>
4-Step Power Plan	<ul style="list-style-type: none"> <li>Do these four things on Day One, and you'll <i>dramatically</i> increase your chances of success. Think of them as Tony's Golden Rules for getting AMAZING results.</li> </ul>
"How to Hit It" Tutorial	<ul style="list-style-type: none"> <li>Get ready for a private introduction to P90 with Tony himself—including insider workout tips he usually only shares with his celebrity clients!</li> </ul>
<b>Free Gifts</b>	
1 Pro-Grade Resistance Band*	<ul style="list-style-type: none"> <li>Forget buying weights! You won't believe all the ways Tony sculpts your body by adding this easy-to-carry tool to your moves. Looks simple . . . but it's pure workout power!</li> </ul>
6-Day Shred	<ul style="list-style-type: none"> <li>Want REAL results in a hurry? You won't have to wait long with this FREE Bonus Gift. See why we call it the Fastest Body Transformation Ever Created!</li> </ul>
90-Day Workout Calendar	<ul style="list-style-type: none"> <li>The secret behind P90 isn't just the workouts—it's doing them in the right order. Cross off every day as you get closer to the body you really want.</li> </ul>
24/7 Online Support	<ul style="list-style-type: none"> <li>Imagine having a whole team of fitness experts available through your phone or tablet. Hit them up for answers or fitness tips . . . even join in on Tony's live chats!</li> </ul>
<b>DELUXE KIT:</b>	
Includes everything in the Base Kit, plus Speed Sculpt Workout, Speed Sweat Workout, Speed Abs Workout, Horton's Greatest Hits Workout, 2 B-LINES Resistance Bands (20 lb.+30 lb.), and a yoga mat.	

### What's next?

After you finish with P90, get ready for your next challenge . . . P90X3. Featuring Tony Horton's breakthrough Muscle Acceleration system, P90X3 is designed to get you completely ripped in just **30 minutes a day**. It's literally a whole workout in half the time!

### Network-Exclusive DVD: P90X3 "Dynamix"



It's Tony's secret weapon for helping you increase your range of motion, flexibility, and stabilization—all vital for maximizing your total-body fitness results.

\*Resistance bands contain natural rubber latex, which may cause severe allergic reactions.

†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease..

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